



Comprehensive Plan for the Military Highway Corridor District

Presentation of Draft Findings and Recommendations

May 31, 2006
Norfolk, Virginia



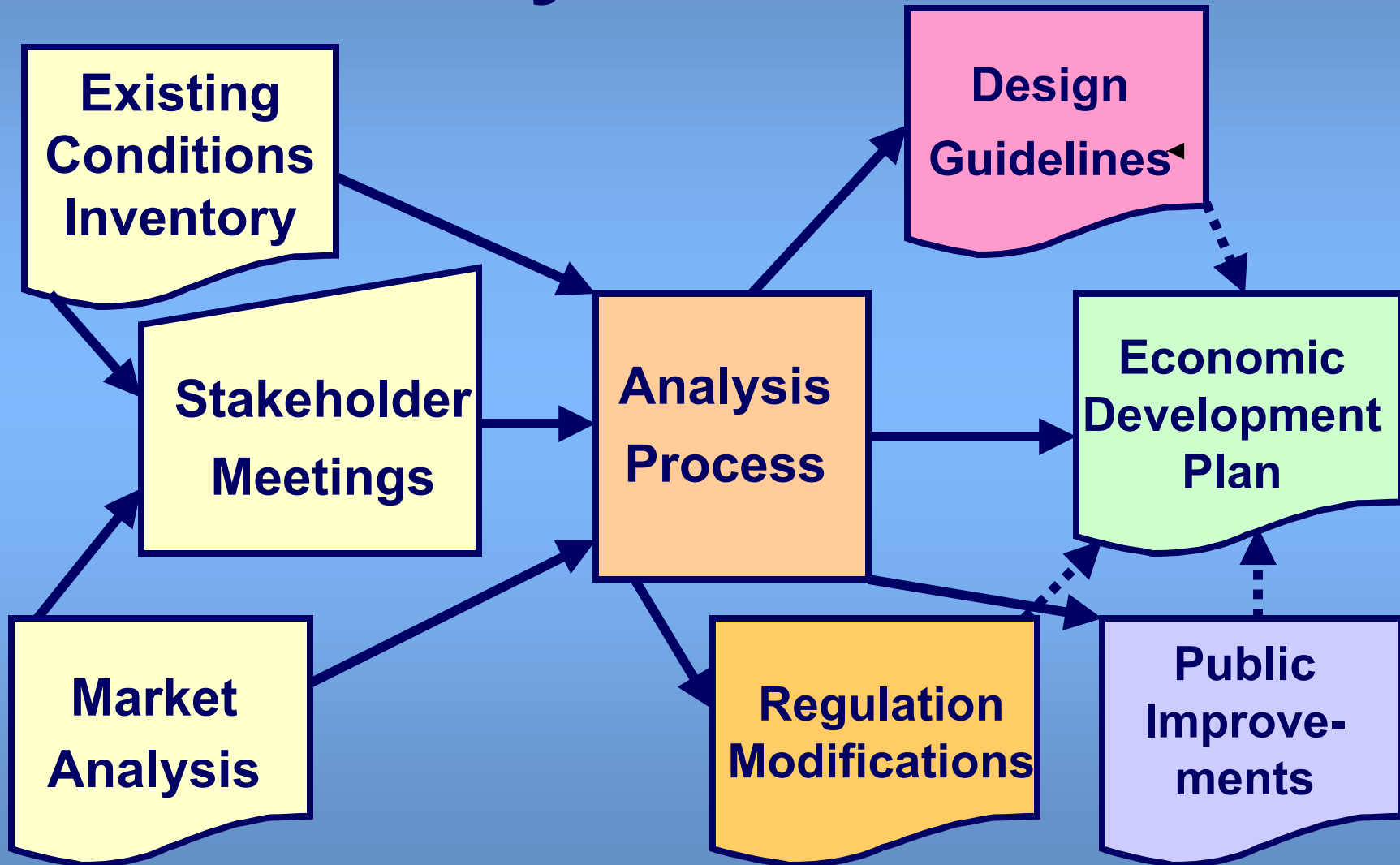
Plan Elements

- **Economic Development Plan**
- **Land Use and Zoning Plan**
- **Infrastructure Improvement Plan**
- **Urban Design Guidelines**



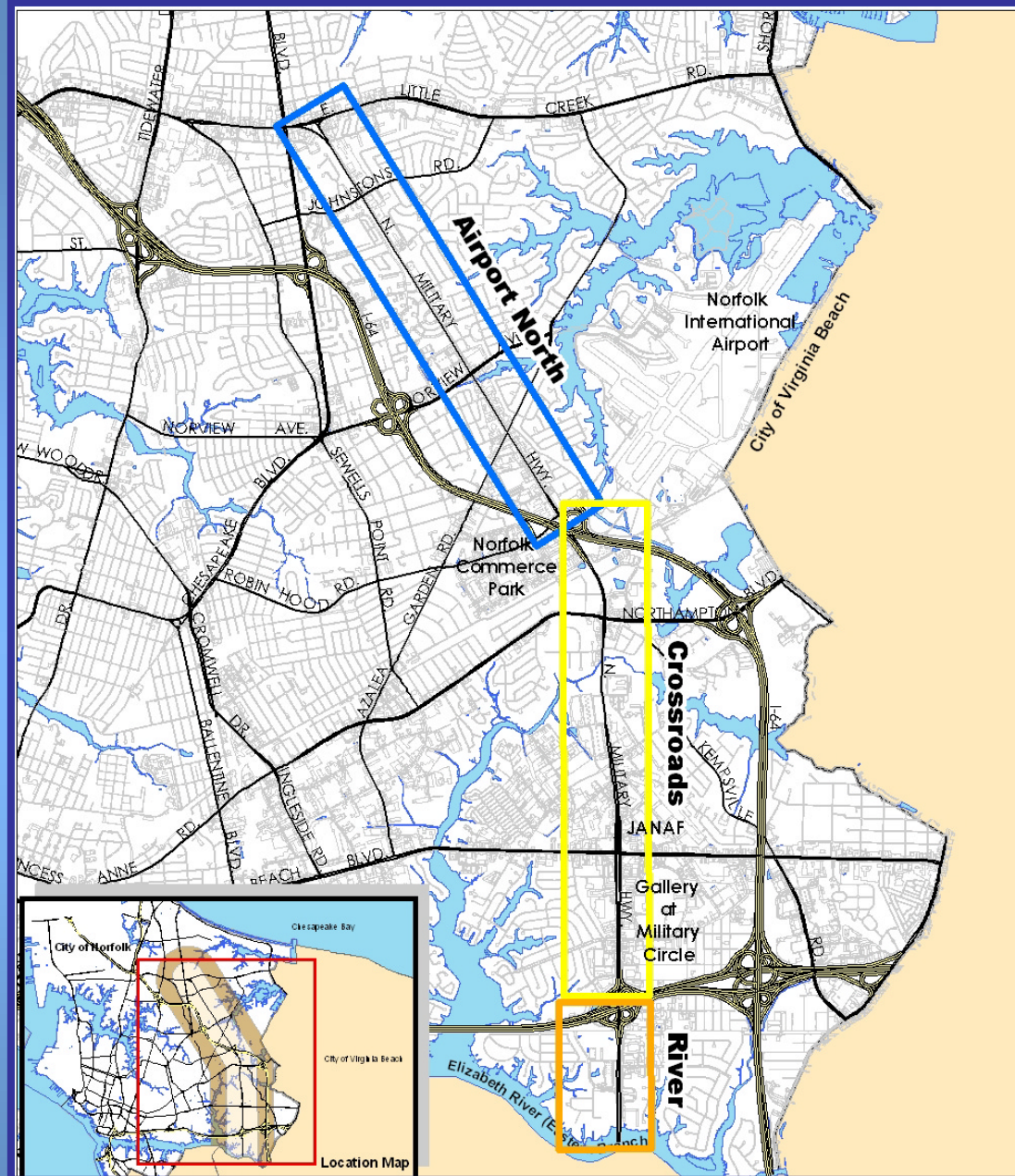


Study Process





CORRIDOR SEGMENTS



MILITARY HIGHWAY PLAN

Comprehensive Plan for the Military Highway Corridor District

URS



LAND USE

Land Use Type	Acres	% of Total
Industrial	71.9	1.17%
Commercial	1,677.9	27.25%
Residential	3,254.2	52.86%
Other Land Uses	1,152.4	18.72%
TOTAL	6,156.4	100.0%



RESIDENTIAL WITHIN 500 FEET OF ROADWAY

Use	Acres	% of Total Corridor	Number of Parcels
Duplex Converted	0.3	0.03%	1
Single Family Detached Split Level	0.4	0.04%	2
Triplex Designed	0.7	0.07%	2
Residential Vacant 0-9.99 ac	2.3	0.22%	5
Duplex Designed	3.7	0.36%	14
Residential Vacant lot	5.9	0.57%	17
Single Family Attached (Town home)	6.2	0.60%	123
Single Family Detached =2 but <3 Sty	7.9	0.76%	30
Single Family Detached >1 but <2 Sty	9.0	0.87%	15
Single Family Detached	89.7	8.65%	355
Total Residential	126.0	12.16%	564



CORRIDOR SERVICE LEVELS



Roadway	From	To	PEAK HOUR	
			AM	PM
Military Highway	Virginia Beach CL	I-264	B	B
	I-264	Virginia Beach Blvd	C	C
	Virginia Beach Blvd.	Lowery Road	C	C
	Lowery Road	Northampton Blvd	F	F
	Northampton Blvd	Azalea Garden Rd.	D	F
	Azalea Garden Rd.	Norview Ave	C	C
	Norview Ave.	Little Creek Rd.	B	B



Existing Conditions Inventory

- **UTILITIES:** Public & Private are adequate
- **ROADWAYS:** Areas of Deficiency
 - VDOT Widening
 - Norview @ Military Intersection
- **LAND USE:** Mixed, with commercial closer to roadway
- **STRUCTURES:** Older, with extensive renovations in southern segments



MARKET ANALYSIS

Demographics

Segment	Population		Households		Median Household Income	Average Household Size
	Total	% of Total	Total	% of Total	Income per Household	Persons per Household
Corridor Total	10,908	100.0%	4,117	100.0%	\$41,320	2.60
River	785	7.2%	364	8.8%	\$52,122	2.16
Crossroads	1,841	16.9%	619	15.0%	\$40,000	2.71
Airport - North	8,282	75.9%	2,134	76.1%	\$41,622	2.63

Median Household Income: City - \$36,930; Region - \$50,539



EMPLOYMENT

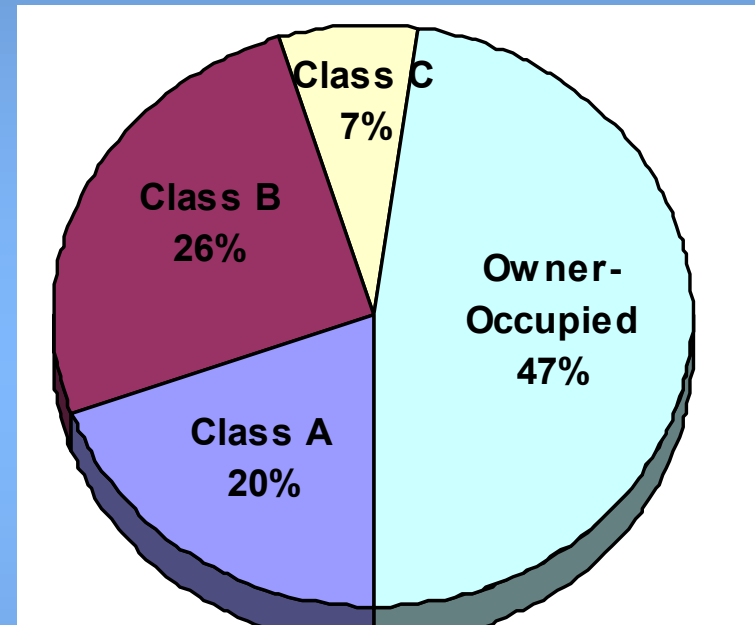
Segment	At-Place Employment		Retail Trade Employment		Retail Trade Establishments	
	Total	% of Total	Total	% of Total	Total	% of Total
Corridor	13,567	100%	6,156	100%	210	100%
River	2,328	17.2%	82	1.3%	8	3.8%
Crossroads	5,053	37.2%	3,802	61.8%	125	59.5%
Airport-North	6,186	45.6%	2,272	36.9%	77	36.6%

43% of corridor establishments are Retail



OFFICE

- 1.25 Million Sq. Ft.
- Lower Vacancy Rates than Region
- USAA Largest
- Strong Demand in Lake Wright Exec. Center

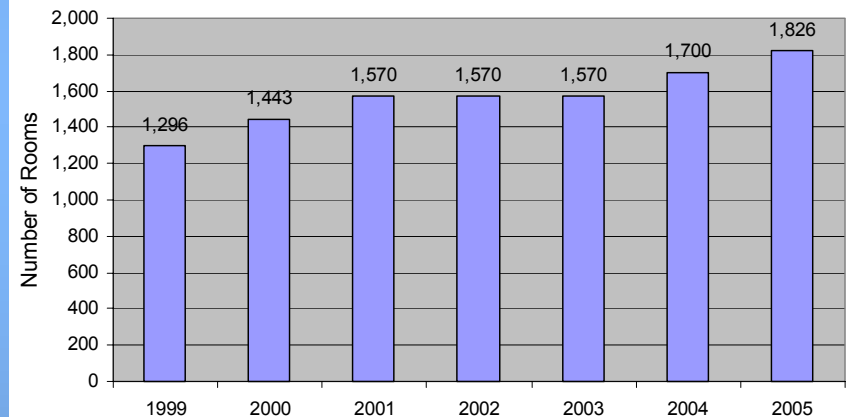




LODGING

- 1,826 Rooms (30% of City total)
- Strong occupancy
- Four new properties since 2001
- Revenue per room flat with new properties

Exhibit x: Military Highway Corridor District
Lodging Supply (Number of Rooms)





RETAIL FORECAST

	Retail Sales		2005-2010 Change		Average Annual Change	
	2005	2010	\$	%	\$	%
Automotive Goods ¹	\$450,000,000	\$478,999,375	\$28,999,375	6.4%	\$5,799,875	1.3%
Shoppers' Goods ²	\$670,000,000	\$713,176,847	\$43,176,847	6.4%	\$8,635,369	1.3%
SubTotal	\$1,120,000,000	\$1,192,176,222	\$72,176,222	6.4%		
Convenience Goods ³	\$120,000,000	\$129,943,715	\$9,943,715	8.3%	\$1,988,743	1.7%
TOTAL	\$1,240,000,000	\$1,322,119,937	\$82,119,937	6.6%	\$16,423,987	1.3%



ANALYSIS FINDINGS

- **Strengths**
 - Strong retail demand
 - Pent up office demand
 - Regional access
 - Strong lodging demand
 - Multi-family housing demand



ANALYSIS FINDINGS

- **Challenges**
 - Perception of crime
 - Older commercial buildings & uses
 - Traffic congestion
 - Vacant older uses
 - Absence of upper scale shopping opportunities
 - Absentee owners



ANALYSIS FINDINGS

- **Opportunities**
 - Airport
 - Central regional location
 - Promote positive image
 - Leverage public section activities
 - Class A office
 - Target or demonstration projects
 - Coordinate public & private investment

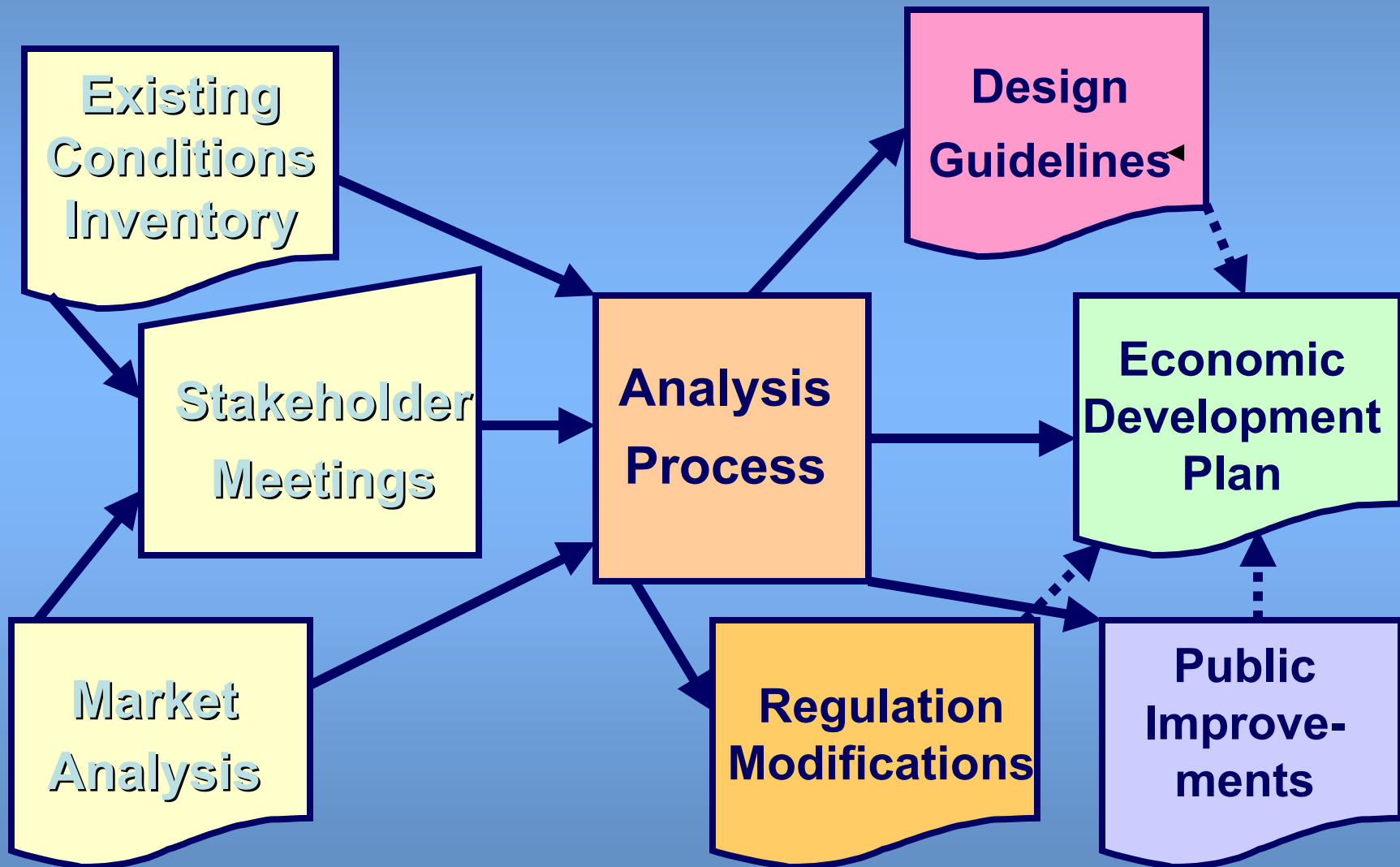


STAKEHOLDERS

- **Airport**
- **Civic Leagues Representatives**
- **Lansdale Business Association**
- **Property owners**
- **Business operators**
- **Hotel operators**
- **Council & Planning Commission**



Study Process





Economic Development Plan

FIVE ELEMENTS

- Organizational
- Regulatory
- Marketing
- Development
- Finance / Infrastructure



Economic Development Plan

ORGANIZATION

- **Corridor-wide Organization**
 - **Task Force**
 - Marketing/Business Development
 - Transportation/Infrastructure
 - Regulatory/Urban Design



Economic Development Plan

ORGANIZATION

- Options
 - Business Association
 - Community Redevelopment Authority
 - Business Improvement District



Economic Development Plan



REGULATORY

- Corridor Zoning Overlay District
- Expedited Development Review
- Adopt Urban Design Guides
- Facilitate Land Assembly



Economic Development Plan



MARKETING

- Develop unified strategy
- Promote positive image
- Publicize available incentive for improved development



Economic Development Plan

DEVELOPMENT

- Focus on visible demonstration projects
- Public/Private Partnerships of high quality development
- Integrate public facilities with redevelopment strategy



Economic Development Plan

FINANCIAL / INFRASTRUCTURE

- Prioritize improvements in CIP
- Expand aesthetic improvement program to corridor
- Urban Public/Private Fund
- Provide improvement incentives



Public Improvements

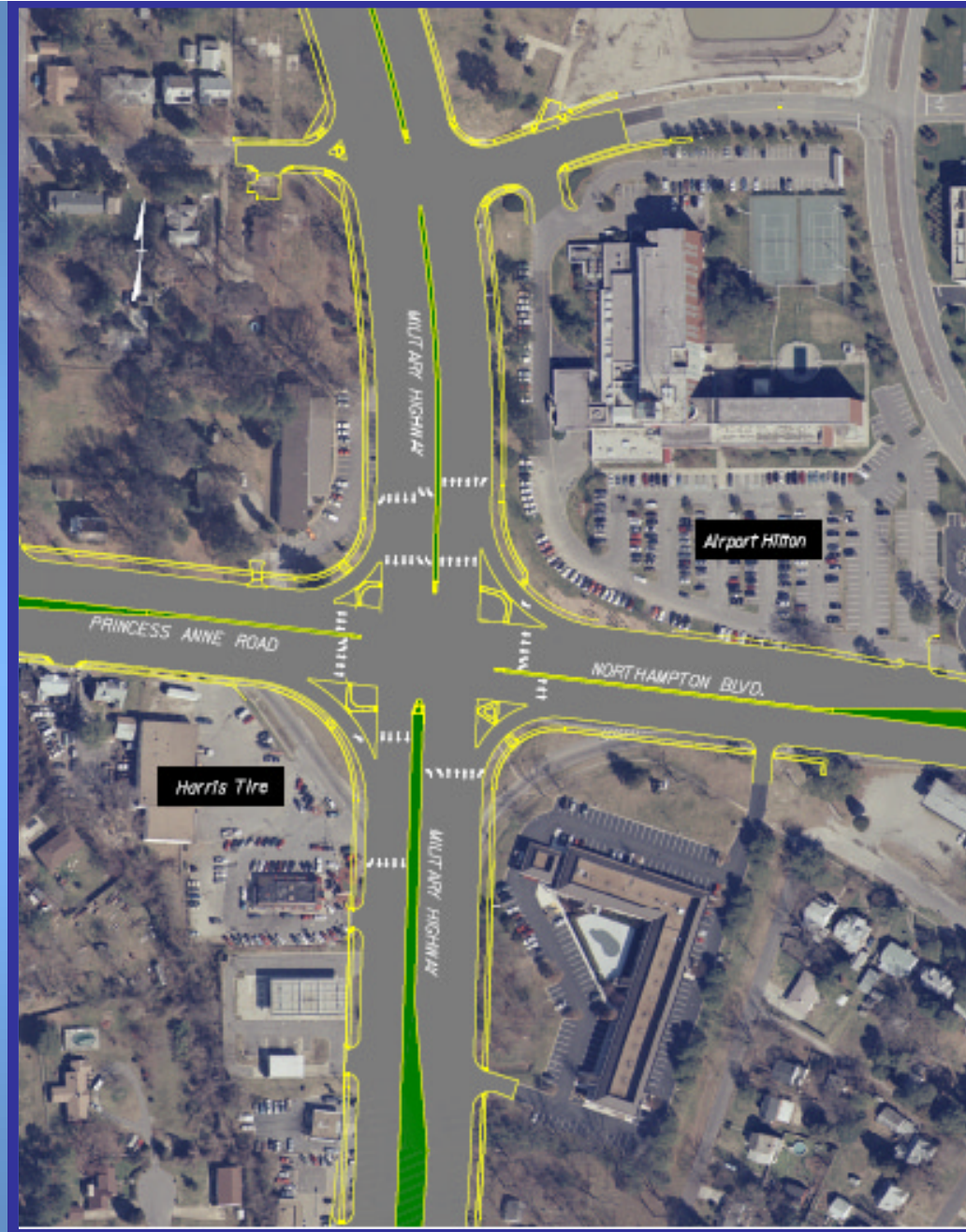


FOUR MAJOR IMPROVEMENTS

- Widening (Lowry – Robin Hood)
- Improve Norview Ave. intersection
- Access management
- Overhead utility lines



LANSDALE



**MILITARY
HIGHWAY**
PLAN

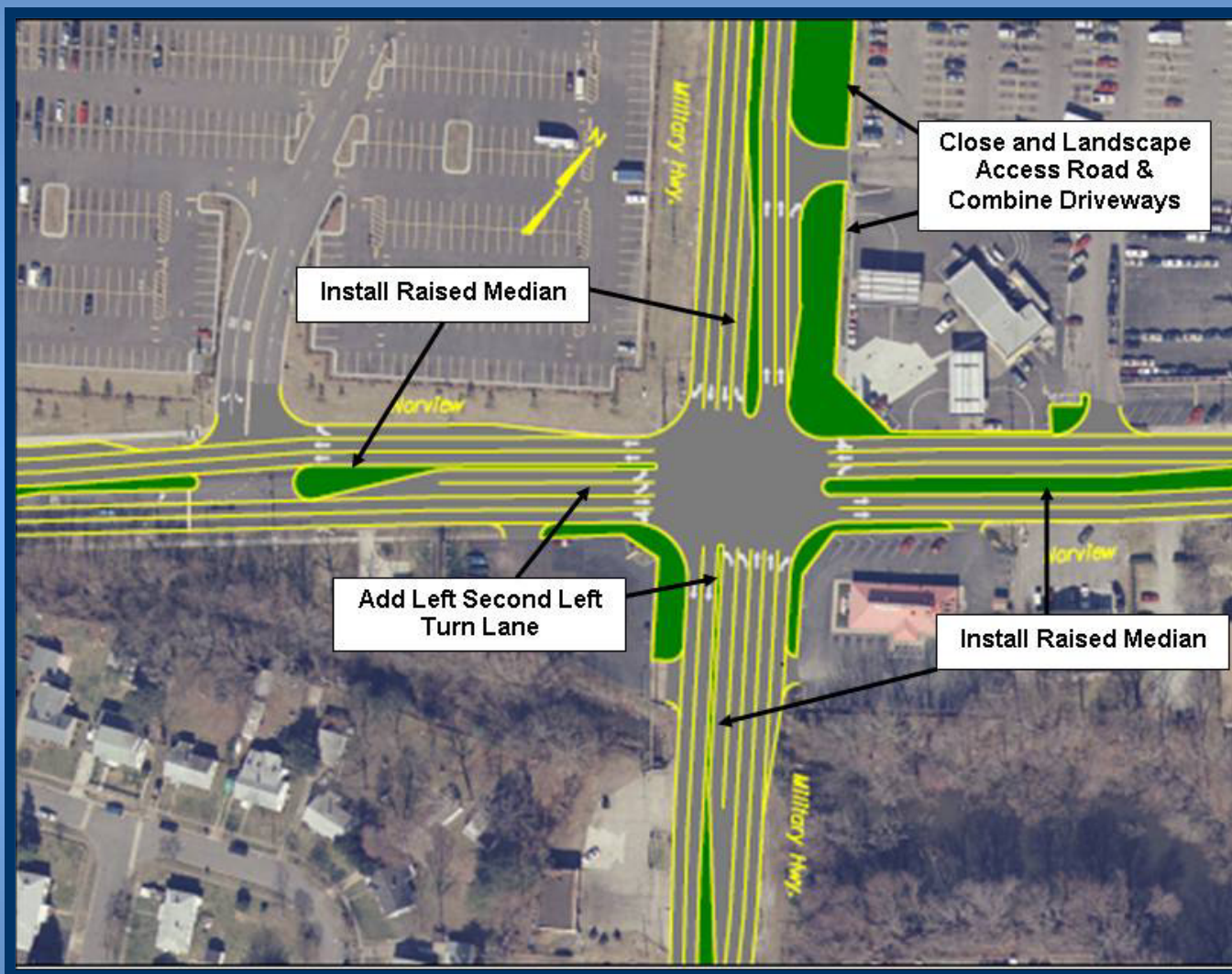
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NORVIEW

**MILITARY
HIGHWAY**
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ACCESS MANAGEMENT

**MILITARY
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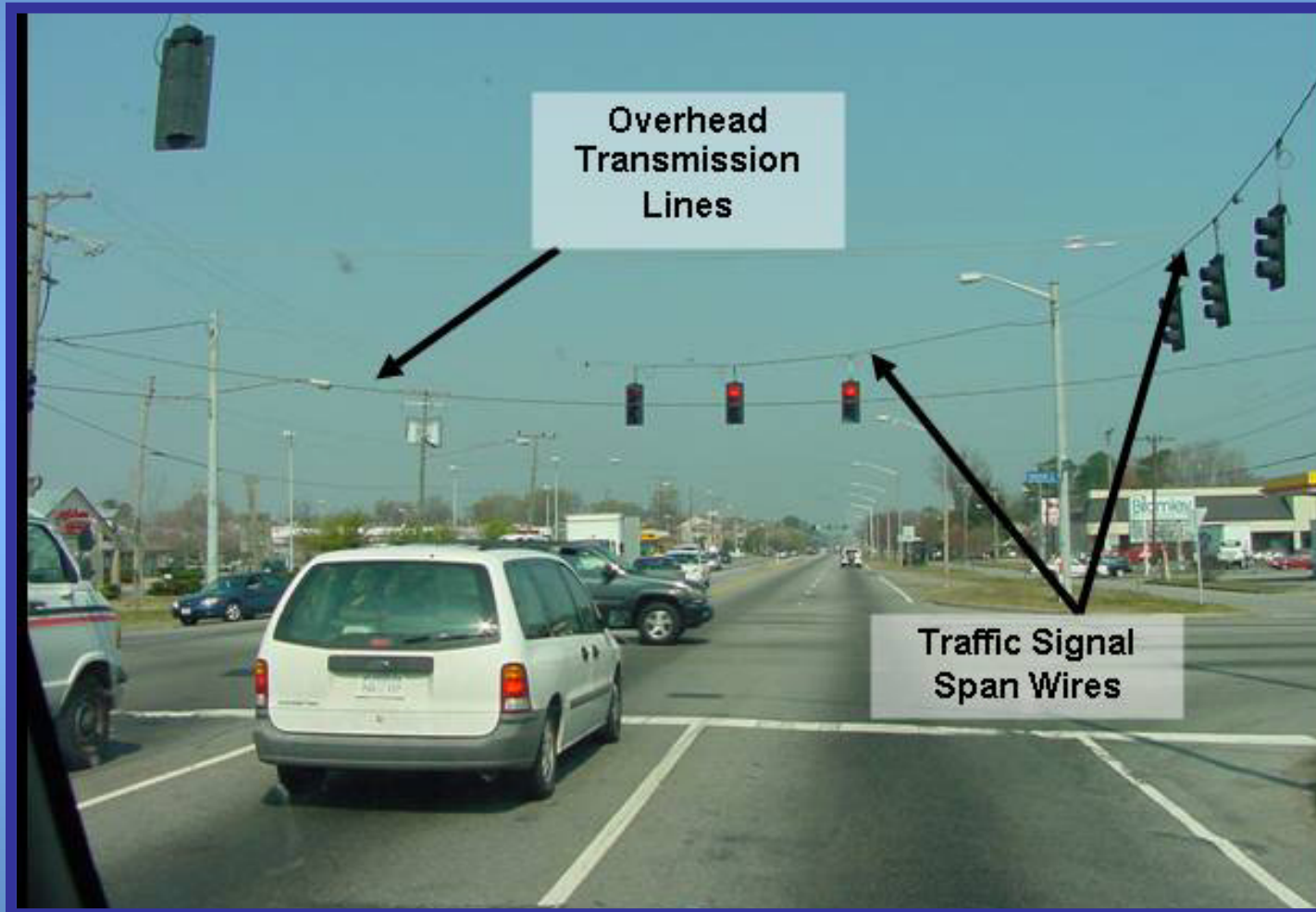


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OVERHEAD LINES





Regulation Modifications



- **Revise C-2 Zoning District**
- **Rezone corridor areas where appropriate**
- **Develop and map Corridor Overlay District**
- **Revise setbacks, minimum lot sizes and parking requirements**



Design Guidelines



CURRENT CONDITIONS

- Lack of identity & consistency
- Absence of embellishments
- Sporadic treatments
- Limited private improvement



Design Guidelines



URBAN DESIGN GOALS

- Establish a distinctive corridor theme
- Create green appearance
- Enhance public & private properties
- Coordinate street furniture
- Minimize overhead utilities
- Coordinate sign system



Design Guidelines



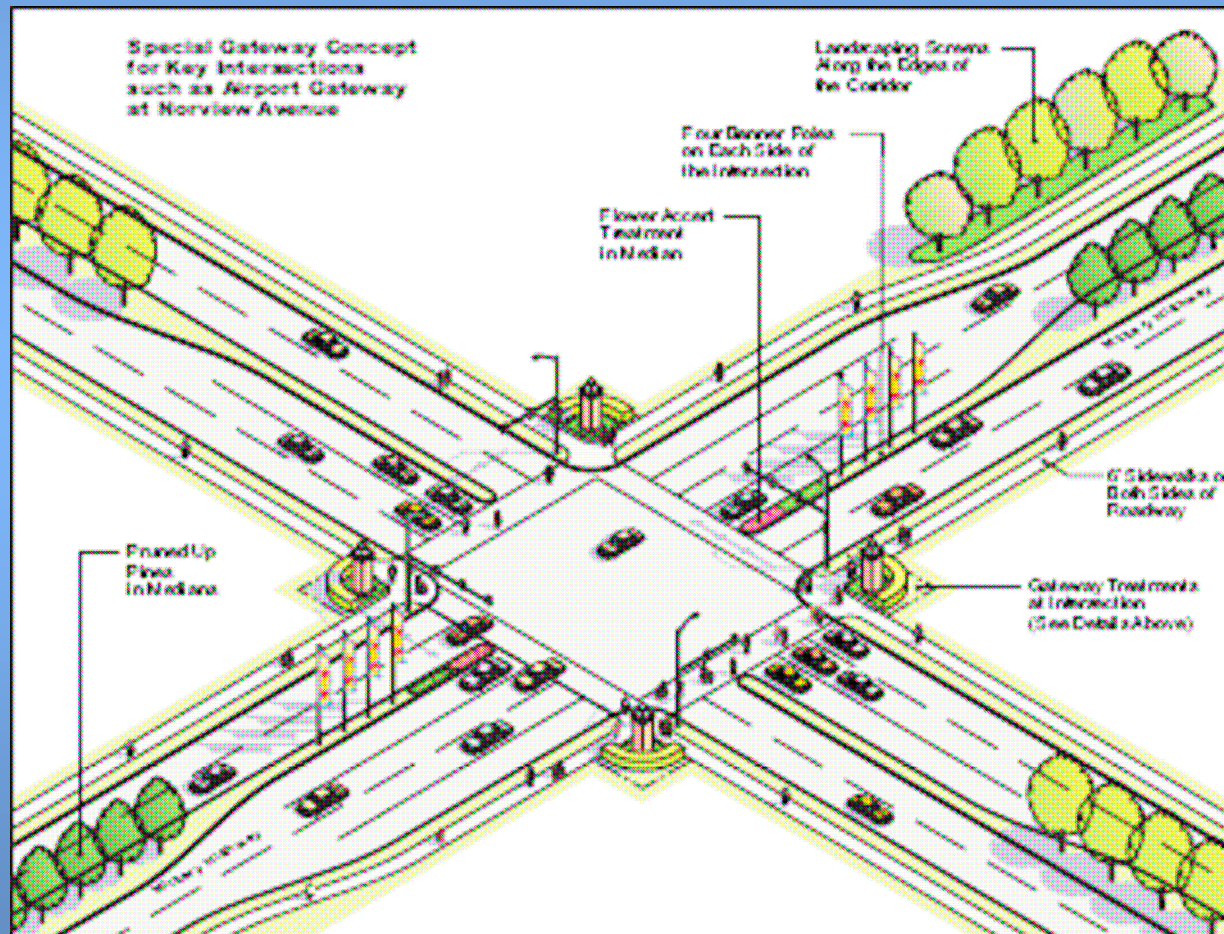
IMPROVEMENT TECHNIQUES

- Dense rows of trees
- Gateways
- Landscaped medians
- Accent and screen area
- Banners



Design Guidelines

**MILITARY
HIGHWAY**
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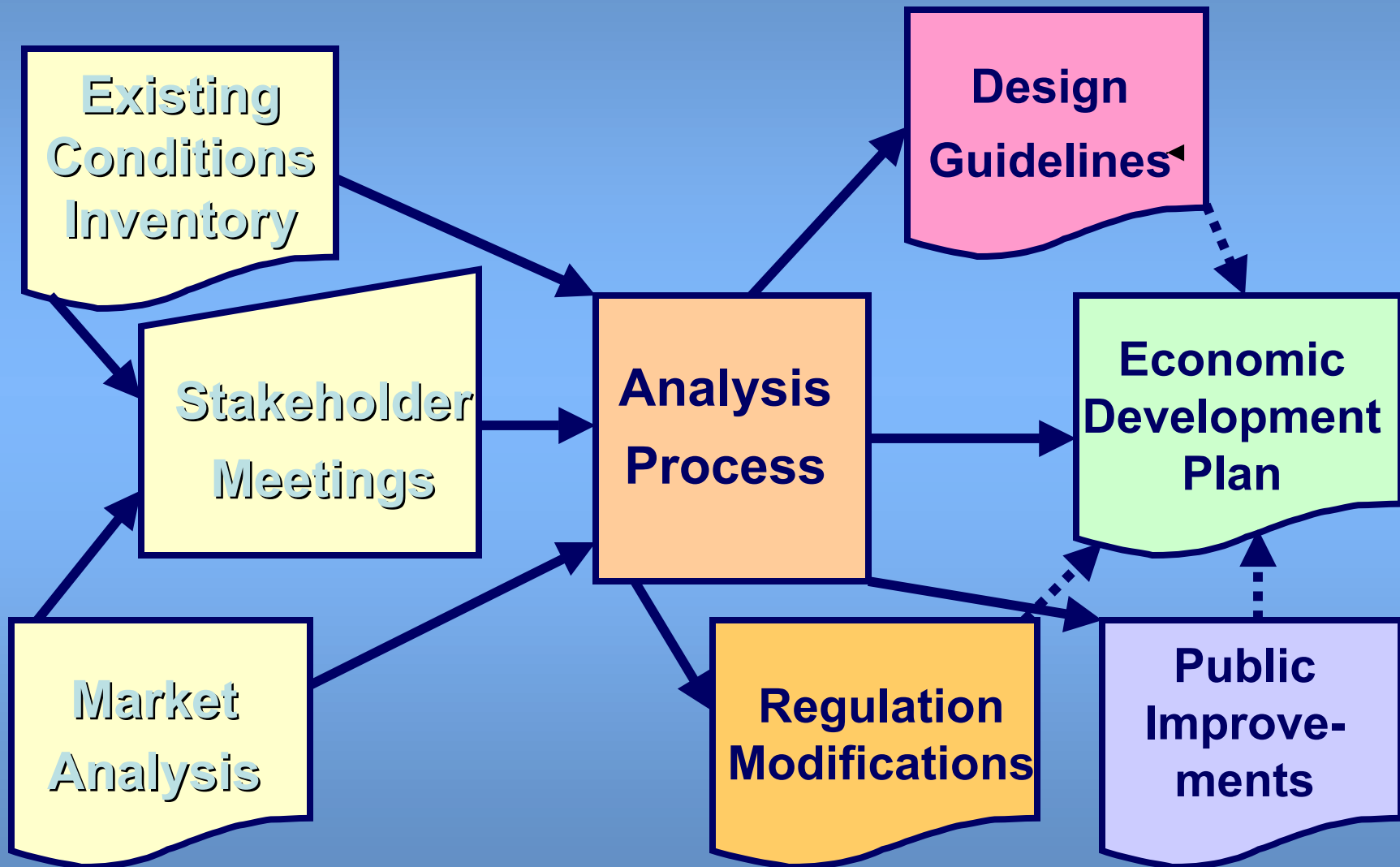


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**Please feel free to ask
questions at the breakout
areas and to provide
comments on the sheets.**